All Eyes to Cohen's Store

Something has happened, and the store is ready to serve as never before. There is not another store in America that will be able to hold its own with this one, beginning with Monday. These several stocks have come as by You are asked to appreciate these goods as you find them.

New White Goods Arrivals

Many new prices, too, when you compare them with what you see elsewhere. You'll find all the latest novelties here: It will pay you to buy a full scason's supply. A beautiful line of India Linons and Lawns in Monday's sale,

25c Persian Lawns, 16 2-3c

Sheer Fine Grade of Persian Lawns, 1,600 yards just opened; regular

Mercerized Striped Sheer Fancy Dimity, 15c.

Mercerized Striped Sheer Fancy Dimity, 15c.

Open Lace Striped Lawns, instead of 25c., are 16 2-ic.

Sheer French Lawn, 40 inches wide, one of the best wash materials of the season, 15c a vard.

Soft Finish Striped Shirt Walst Mad-

one of the best wash indictances season, 15e a yard.

40 inch India Limons, season's best price has been loc; special, 8 3-4c.

10c English Nainsook, 12 1-2c.

Embroidered Dotted Muslins, in pin

Soft Finish Striped Shirt Walst Mad-ras, yard wide, 12 1-2c,

Wash Cliffon and Paris Mousselines, 1 1-4 yards wide, very sheer, 40c and 50c grades, 25c a yard; the 35c grade for 10c.

Corset Cover Embroideries

and Skirt Floundings, 19c and

Embroidered Medallions

Over a dozen styles, 5c each, or

Best Embroidery News Of the Season

12 1-2c Embroideries, 7c

Some 2,000 yards of Wide Inertings and Edgings.

Embroideries at 5c

Over 3,000 yards in this lot, 25c for package of six. There are Embroideries from 3c to the finest Robe Patterns at ard. Over 3,000 yards in this lot, worth about double.

Three Special Lots All-Over

Shirt-Waist Embroideries

Lot 1-50c

Consists of Swiss and Nainspok, some that were especially made shirt fronts; values to \$1.

Lot 2-79c

Allover Embroideries, of Nainsook, Swiss or Cambric, from the fine baby patterns \$1.25, for 79c a yard. Anglaise, values to \$1.25, for 79c a yard.

Lot 3-98c

This lot includes some of the fine tuckings, with Lace Inserting;

Dainty All-Over Laces and Beautiful New Vals.

A belated shipment of our import Laces has come to hand. There's rare good news in this lot for you. Some of the latest novelties; first time shown in Richmond.

50 pieces of Allover Lace-Oriental Net-at 50c a yard, in ecru or

Linen Batiste Laces, Galloons to match Allovers, \$4, and Galloons, 85e a yard.

white.

Another lot of Allover Laces, in the Net and English Val., for 25e a yard.

Trimming Laces, in eern or white, sieeve width edges and bands, 12 1-2e a yard.

Thousands of yards of Torchons and other Wash and Trimming Laces, for 5c a yard.

New Pompadour Bell Laces, in festoon and medallions, for 75e, \$1 and \$1.25 a yard.

Linen Batiste Laces, Galloons to match Allovers, \$4, and Galloons, \$5c a

Imported Dress Fabrics

A beautiful lot of Mohairs, Voiles, Eoliennes, Henriettas and all the other stylish Dress Fabrics have just come in. It is impossible here to give but the briefest detail. Many of them are 25 per cent. less than actual value, because contracted for before the recent rise in prices.

Black Goods

Colored Goods

44 inch Silk and Wool Eoliennes, self-colored checks, pretty for an evening gown, \$1.25. \$1.25 Tucked Volle, in cream and blue, only 44 inches wide, desirable for odd skirts, 75c.

odd skirts. 75c. ondon Twine Panama Voile, 11 inches wide, fine for an Eton suit; special, 75e., 36 Inch All-Wool Panania, makes a nice lightweight walking suit, 39c.

worth foe, 56 inch Invisible Plaid Novelty Suit-ing, in gray and mn, regular "Eng-lish" walking Suit material, \$1; others, 36 inches wide, 50c. 26 inch Silk Striped Panama, 50c. Silk and Wool Gross-de-Laine, in green only, a \$1.25 value, 80c.

36 inch Worsted Crepe Cloth, a 25c

Waite, for 25e.

44 inch Mohalt, in self-colored checks and cords; these are Bradford's goods; \$1 a yard.

Novelty Mohalt, shot effect, for the "new spring" suit; 25 inches wide, 33e.

Trunks and Travelling Bags

Canyas Covered, Iron Bound Trunks, brass lock, for \$2.50, Brass Trimmed Trunks, for \$3.50. The New Automatic Tray Trunk, most convenient trunk made, for \$8. Suit Cases from \$11.5, for a Leatherette Linen Lined Brass Trimmed one, to the Heavy-Sole Leather Cases at \$7. \$8, \$9 and \$10, SATCHILLS FOR 75c. Solid Leather Satchels, for \$1.50. Leather Lined Satchels, for \$3. Black Leather Satchels, dull brass trimmed, leather lined, for \$5.

25c Shams, 15c

Applique Scarfs and Shams, va-ous kinds, 15e, Sc Applique Scarfs and Shams, various kinds, 15c.

Lot of ready-made Pillows, finished with cord and tassels, value to \$1.35; choice, 69c and 28c.

159 Tray Cloths and Centers, hemstitched and stamped, 19c and 25c values; special 10c.

Heavy Linoteums, usual 69c to 85c grades, for 30c a square yard.

Mohair Checks, in 'due, green and brown, 45 inches wide, \$1.

Silk and Wool Etamine, 28 inches wide, 28c quality, for 75c, All-Wool Henrietta, 45 inches wide; special, for 85c. Mohair liatiste, 26 inches wide, a good black, for 29c.

cial, for 50e.

All-Wool Panama Cloth; spe-

High Lustre Sicilian, 41 inches wide, for \$1. Silk and Wool Crepe Eollenne, 44 inches wide, the \$1.50 quality, for \$1.

Silk Warp Henrietta, 41 inches wide, in jet black, for \$1.48.

Silk and Wool Imported Crepe, 44 inches wide, very pretty and sheer, for spring dreses, for \$1.19.

All-Wool Batiste and Albatross, 28 inches wide; special, at 43c.

8lik and Wool Crepe Albert, in stripes, full 46 inches wide; the \$1.69 quality, for \$1.25.

Black Underskirts \$1.50 Black Mercerized Italian Cloth Underskirts, for 188c. Trimmed with tailor stitched bands and um-

Save a Full Third on

brella rattle. 75c buys the bast 31 Black Mercerized Underskirts you ever saw; two ruf-fles headed with attiched bands. Another special Black Underskirt has four ruffes, each trimmed with feather stitching, headed with stitched bands, a good 31.25 value for

Extra Inducements in White Underwear

DSe for Gowns, Skirts, Chemizes and Corset Covers, some of the best \$1.50 to \$2 values.

Another lot consists of fine Nainsaaz, Cambric, Long Cloth and Massaville Musiin Gowns; over a dozen styles, \$1.25 garments, for \$5c. 70c for Gowns and Skirts, regular \$1 values, about 25 deges in the lot.

Sale of \$100,000 Worth of

Silks in a Day

and nearly \$30,000 of that sale came to Cohen's. Every piece of goods made for

Values are not considered; we sell them as we bought them, except that you get them with the Cohen guarantee. It is the goods of a maker whose product we have sold for 20 years.

The surprise price reaches as well the late spring novelties as the solid colors

Owing to the enormous quantity of Silks it is not likely that they will be ready before 9 o'clock Monday.

\$1.50 Taffeta Silks, 85c

2.200 yards Fancy Imported Taffeta Silks, pure dye, imported to sell for \$1.50; every fashionable color of the season; price to be 85c a yard.

Taffela India Silks, in shirt waist and shirt waist suit Newest Fancy Taffeta Sliks, made to sell for 75c and 85c for 49c and 50c. styles, best value, 50c, for 29c, a yard.

Yard wide Black and Colored Habutal, cost \$5c, price, 40c and 59c.

Black Peau de Soie, 27 inches wide, 59c. Black Taffeta, chiffon finish, 39c.

me Pure Dye Black Taffetas, for 50c and 60c.

50c India Silks, 33c

50c Lyons Dye India Silks, for the a yard. Yard wide Lyons Taffeta, never sold for less than \$1.50

White Habutai, usually 25c, for 16c a yard. Yard wide White Habutai, 36c a yard.

Double width White or Black Mousseline, 50c grade, 35c, Nearly a hundred places of Black Taffetas, the finest grade imported to this country. We make the prices 38c to pde. Some that are 60c, cost over \$1. Crash Finish Tussah Silks, sold everywhere at 75c, for

50e a yard. 27 inch Ping Yang Pongee, sells for \$1, is here for 69c. We cannot give you one-half the silk items that will be on sale here beginning Monday.

Fine Tailored Garments

which give you the wear and appearance of those made by a tailor at double our prices. Our guarantee makes these garments absolutely satisfactory. New styles are coming in all the

\$1250 to \$15 New Cloth Suits, for \$8.75. These are remarkable values; are in the best styles of the season; finer ones at like reductions. Mohair Suits, in col-

ors and black, with the new kilt-plaited skirts, tucked waists, for There are Mehair

Suits in various colors, and styles at \$7.50. New Jaunty Eton Suits,

of fine quality Sicilian, cut over the latest modcls, in black, navy and green; \$22.50 suits for

Mohair, 11-gore plaits, in all colors, for \$2.



Fine Mohair Skirts, made to sell for \$5.50; blue, brown and black, for \$3.95,

Best \$7.50 Sicilian Skirts in town are here in all colors, at \$5. New designed Skirts of thurd-finished Clay Worsted, \$5.98.

New 35-gore \$10 Skirts of Panama or Mohair, **\$7.50.** Taffeta Skirts, of all

pure silk, 15-gore, flare bottom, \$7.50. New 33-gore Skirts, of soft-finished taffeta; also cluster shirred

flounce; all sizes, \$10.

Silk Shirt Waist Suits

are the correct thing for the coming season; comfortable, practical and pretty, \$12.50 a suit. Made of good taffeta, serviceable quality, in brown, black, blue, plain, in changeable effects, and, wanted shades.

Other Silk Suits to \$20. Children's Percale Dresses, in various colors, 50c.

Children's Percale Dresses, in various colors, 50e.
Children's Russian Blouse Suits of Prench Chambray, with embroidered emblems, 98e.
31.48 New Percale Wrappers, in light

Organdies: Mercerized

Novelties AND OTHER FINE WASH GOODS

We have been compelled to double the quantity of goods in this stock, because there were so many attractive things on the market. You'll agree with us when you see them.

ity, for 11 1-2c. The 25c Organdies, very fine and sheer,

The 25c Organdies, very fine and sheer, in rose, sweet pea, poppy and other natural flower designs, for 23c.

The 50c Organdies are 33c.

South Dimity Cords, in white and inted grounds; some kimono designs among them, 9 3-4c.

Bates Seersucker Ginghams, in stripes, plaids and bourette effects; the always reliable wash ginghams, 12 1-2c.

Persian Muli Finished Organdies, at- Mercerized Volles, in solid colors, royal tractive floral designs; the 18c qual- blue, black, cream and white, made blue, black, cream and white, made to sell at 35c., are 17c.
Mercerized Popling, in all the delicate tints, the 35c grade for 19c.
Black and white Shepherd Checks, exact imitation of the 31 woolen ones, for 15c.

10c Kimono Challies, 6 1-1c. lsc and 25c Zephyr Ginghams, near yard wide, in lengths to 8 yards, makes the price 9 3-4c a yard, Galatea Cloths, in fancy and solid ef-fects; also white, 15c,

These are Money Saving

BUNCHED FOR YOUR CONVENIENCE Items

You will find them all in the left aisle, and hundreds of others besides.

Notions

26 gross Hair Pins, 16 papers, for to, Mourning Pins, 1e a paper, 2c Cable Web, 15e a yard.
Mercerized Embrodery Cotton, all colors, 2 1-2e a spool.
John J. Clark's Epool Cotton, 2 1-2e, Jet Top Hat Pins, two on a card, 5e, Children's Hose Hupporters, 3e, 8pool Elik, every shade, 2 1-2e.

Leather Goods

b gross Black and Brown Bags, \$1 kind, for fibe each. Another lot of Rags, worth \$1.25, our price. 75st each. Real Seal Black Bags, made to sell at 21 of, our special, at \$1 each. Satin Bells, in every color, worth 25c; special, 21, 25c.

Ribbons

Do pieces by inch All-Bilk Teffeta.
Ribbons, every color and black, a
bly hergain at 9e a yard.
Linch Block for Teffeta Ribbons; spaces, 25e a yard.
The always the Black Teffeta Blisbons, 10e always the Black Teffeta

This Jewelery, 10c

The tot includes Pearl Waist Set Buckles, Cuff Pins, Brooch Pins, Link Buttons, Watch Fobs and Long Chains; great value, at 10e each.

Toilets

J. B. Williams's Shaving Soap, 4c. 4711 Glycerine Soap, 12c. Armour's Violette Glycerine Soap, Se, Armour's Violette Glycerine Soap, Se, Nail Brushes, 2 1-2e each, Se boxes Armonda Face Powder, Se, Ifair Brushes, Sood bristles, a 39c seller, for 25c, 19 Gross of 25c Soap, for 19c a box.

Linings

1,270 yards Dressmakers' Lining Cambries, 2e a yard. 1.000 yards Black Percaline Linings, worth the and 12%c; choice, 6 st.4c a yard.

Black and white 40 Inch Lawn Linkings, best 15c quality, 12 1-20 a yard. Every color of Blik Finish Linkings, best price has been 125c; it's 10c a yard.

Buttons

50 gross Pearl Huttons, large sizes only worth to 50c, for 10e a dozen. Of course, some are imperfect. 200 gross Pearl Waist and Shirt But-tons, all sizes, 50 a dozen.

10 Year Guarantee



Our optician will test your eyes Monday and fit you with a pair

Sand Pebble

Spectacles or Eye Glasses, guaranteed for 10 years, for \$1.50. These glasses are sold in exclusive optical stores for \$3.50 to

Imported Hosiery and Some Other Fine

Bargains

Women's Imported Lace Lisle Stock-ings, in new allover designs, 44c Women's Imported Lace Lisle Stockings, in new allover designs, 44c a pair.

Women's Lace Stockings, imported to sell regularly at 30c, are 20c.

Women's Imported Embroidered Stockings, in black with small designs of hand embroidery; also tans with embroidered insteps; solid, cadet and sky blue, 25c a pair,

Women's Imported Egyptian Lisle Stockings, in the very sheer and medium sheer gauze, with garter tops, 25c a pair,

Women's Stockings; allover lace in new tan shados; black fancy openwork or dropstitch and saveral other designs of fancy black, all imported specialies, 25c a pair,

Women's Solid Black, Black with White Feet, Tan, Combed Maco and Fancy Color Scamless Stockings, with double soles, extra high spliced heels, all made of extra Maco cotton, for 12 1-2c a pair,

FLORENZA SILK Stockings for Misses, in black, tan and white, all sizes, 25c a pair.

Infant's Lace Socks, imported Hermadorff dye, black or white, sizes 4 to 7, for 12 1-2c a pair.

\$1.50 Curtains, \$1. Others as Good

Dotted and Figured Muslin Curtains, 3 yards long, \$1.25 and \$1.50 values, \$1 a pair.
Plain Net Curtains, lace edge and insertion, 3 yards long, \$1.50 a pair.
Madras Curtains, 3 yards long, colored cross stripes, 98c a pair.
\$1.30 Extra Heavy Double Thread Net Curtains, 3½ yards long, \$1 a pair.
\$50c Tapestry Furniture Covering, 50 inches wide, 39c a yard.
\$11p Covering, all colors and styles, 15c to 30c a yard.
\$15c to 30c a yard.

ORDER.

Floor Coverings for Spring and Summer

Linen Warp Matting, new carpet effects, in every color, prices from 16 2-3e to 100e a yard.
China Mattings start at 9e for a clore woven fancy Matting. Other Heavy Jointless China Mattings at 15e, 20e, 25e, 30e and 35e. Hundreds of patterns to choose from.
Matting Rugs, 1 x 2 yards, new designs, 59e.

Infants' Fixings

Children's Muslin Caps, best 25c value, several pretty styles, for 19e. More than one dozen styles at 50c, plain or full ruche, trimmed with ribbon, lace and embroidery, worth 75c and 8l.

Lot of Nainsook Dresses, long or short, hemstitched, ruffle neck and sleeves, some embroidery trimmed, for 20c each.

Beautiful little French Dresses, long waist effect, with blouse; fine, sheer lawn; sizes to 6 years, for 50c.

Others for 98c, with bertha of fine embroidery, various styles, that are usually priced at \$1.75.

The Aome Shoulder Disper Suspender, for 25c.
Waterproof Rubber Dispers, shaped to dit the form, for 25c and 59c.
Children's Drawers Bodies, with suspenders attached (can be detashed for washing), sixes from 3 to 12 years, for 25c.

Charming Silk Waists

More different styles and prettier ones than we ever had

This Taffeta Waist



The pretty Taffeta Shirt Waist, like cut, is the very latest style. Front, collar, and cuffs trimmed with Valenciennes lace, forming medallions on shoulders; also hand embroidered, with French knots. White, light blue and black; price, \$5.00.

One lot of Shirt Waists, value up to \$8.28, about one hundred in all-Peau de Sole, Taffeta and Crepe de Chine, black and colors; choice, \$2.50. Fancy China Silk Walste, elaborately

embroidered, tucked and trimmed with Val. lace, for \$3.08.

Plain Tailor-Made China Silk Waists, for \$1.98, less than cost of material.

Fine White Lawn Waists, tucked, with three rows of fine embroidery; the bost \$1.25 Waist shown this season; all sizes,

than 200 to choose from; are perfectly tailored, white and colors; choice, 85c. Handsome White Lawn Walsts, open back or front; beautifully trimmed with lace and medallions, for \$1.45 and \$1.69. Lace Waists that were made to sell for \$10, lined with China Silk, white, ecru or champagne; price, \$5,98.

Several Hundred Parasols

And Umbrellas Have Arrived

Tucked and Hemstitched Pure Silk Tucked and Hemstitched Pure Silv Parasols, in solid colors, \$3.50. Lingerie Parasols, white tucked or-gandy over pink and blue silk, \$5. Conching Silk Parasols, with enameled sticks and cases to match, \$2.98. \$1.38 for All-Silk Parasols, with fancy hemstitched border.

Embroidered Pongeo Silk Parasols, Shepherd Check Parasols, with hemstitched border, \$2.50 and \$3. Children's Parasols, 18c to \$1.50. Sale of 500 Union Taffeta Silk Umbrellas, with fancy, pearl, silvar, ivery, horn, natural with silver trimmings and mourning handles, \$1

Pretty & Stylish Dress Linens

A splendid line of White and Colored Linens for suits, waists and

White Linens

Shirt Whist Linen, full 9 inches wide, pure white and soft finish, instead of 40c, the usual price, our special price, 2De, 25c and 38 inch Linens, pure white, soft finished, for 25c.

Solid Color Linen Suiting, full yard wide, in all the wanted shades, including natural, 19c a yard.

All-Linen Blouse Linen, in the natural

yard. 2½ yards wide Sulting Linen, soft finish, 85e a yard. yard, Jorddered Linens, \$1, \$1,25 and Linen and Silk Gauze, natural color, 175 a yard.

Colored Linens

All-Linen Blouse Linen, in the natural shade, for 12 1-2e.

An extra quality Suiting Lines, in a medium weight pure lines, 39c Lines Crash Suiting, 19c, Fancy Woven Bourette Lines Suitings, 35c.

Cohen's Bargain Basement

has a great interest for shoppers now. Every week cases upon cases of short lengths of White and Cotton Goods come in. You save an average half on them.

12 1-2c French Percales, 6 3-4c

French Cambrics, 12 yards in a piece, worth \$1.30, for \$1. Yard wide French Percales, Madras Cords and Printed Cambrics, lengths to 8 yards sold from the piece for 12½c to 20c; choice of 5,700 yards, 9 3-4c a yard.

Bourette Volles, in light and medium shades, made to sell at 16 2-3c; these manufacturers lengths enough to be matched up for any garment, for \$1:2c. 40-inch Irish Linen Finished Lawns and Kimono Cloth, worth 10c and 20c, for 9c.

Indigo Blue Prints, neat figures of white, the 5c grade, for 31-2c; Soft Finished Bleached Cotton, the 6½c grade, for 4c.

Amoskeag and Lancaster Apron Check Ginghams, all the wanted checks and colors, 5 3-4c. 25c Bleached Sheeting, full 2½ yards wide, for 20c.

12½c French Percales and Corded Madras, in neat designs; manufacturers' lengths makes; the price 6 3-4c. 10c yard wide French Percales, 5 3-4c.

coes, 3 3-4c.
40-inch Fancy Figured Batiste
on light grounds, instead of 10c,
are 4 3-4c. 8 1.3c Fancy Woven and Solid Color Seersucker Dress Ginghams, 5 3-4c.

5c Light Shirting and Dress Cali-

5 3-4c.

4c Fine Unbleached Cotton, 2 7-8c.

Scotc h Plaid Dress Ginghams,

3 3-4c.

12½c Grecian Volles and Mohair
Euster, mill ends, 8,600 yards to
be sold at 5c a yard.

25c Imported Organdles, floral effects; manufacturers' lengths
makes the price 8c.

Lawn Kimonos, 19c

Lot of Lace and Embroidery Trimmed Corset Covers, 25c

Lawn Kimonos, with colored polka dot, 19e each.
Gowns of Long Cloth, trimmed
with embroidery and tucks, 59e.
Lot of Gingham Cook Aprons, for
Se, 19e and 12e each.

India Linon, 5 3-4

India Linons, 40 inches wide, 5 3-4e a yard.
Fine English Nainsook, 9e; the 12½c to 15 2-3e quality, 1cot of short lengths of 15 2-3e to 2le White Shirt Waist Madras, for 9 3-4e and 12 1-2e a yard.
12½c Dimity Checks, 7, 3-4e, 7 yrd wide Shirting Madras, 9 1-2e,

Spring Bedding Bargains

White Marsellies Quilts, heavy embossed, satin finished, plain or hand tied fringe; several designs, made to retail for \$3.50 to \$4.25; some slight imperfections, \$2.50.

An Extra Heavy Embosed Imported Marselles Quilt, worth \$5t, only 27 in the lot, to be sold for \$3.75 each. for \$3.75 each.
Extra Heavy Crochet Quilt, with
Marsellies centers, made from the
French yarns; some are
slightly mill stained, makes the
price \$1.75, instead of \$2.56.
A Closely-Waven Crochet Quilt.
full double bed size, that sold for
\$1.50; Monday, \$1.19.

Usual \$1 Crochet Quilt, 60c. 48c Lightweight Quilts, 50c. 2 1-4 yards wide Full Bleached Sheets, 65c, 85c Spoked Hemstliched Sheets, full double bed size, 70c. double bed size, 70c.

10-4 Plain Hemmed Bleached
Sheets, medium weight cotton,

59c, 81 x 90 Bleached Sheets, splendid walte, 50c.
48c Bingle and Three-quarter Bed
Full Bleached Sheets, 49c.
Pillow Cases, handkarchief border
and hemstitched, instead of 15c
and 18c, are 12c.
The 20c and 22c Pillow Cases, some
are hemstitched; choice, 18c.

Bargains in Houseware

25c each, Half Gallon Decorated Water Pitcher, imported china. 10c each, a bob lot of Berry Saucers, in Austrian and French china; some were \$3 a dozen.

18c, 3-quart Water Pitchers, with lee fenders, that soil regularly at \$1.25 cach.

4c each, Philin White Dinner Plates, 2c each, Yellow Custurd Cups.

51.25, Nickel Center Draft Lamps, with white dome shades.

\$1.50 a dozen, Roger's Quadriple Plate Tea Spoons, worth \$2.25, 60c, First Quality Graystone Ham Bollers.

25c, 10-quart Royal Granite Dish Pans, Pans.

Be each, Square Jelly Cake Tins.

Be each, Square Jelly Cake Tins.

Be for 25c Nickel Crumb Tray and Scraper,

Be for one dozen rolls of Moss.

Rose Crepe Paper,

4e a bar, Export Laundry Soap.

8e each, Brownie Lunch Roxes.

Me a dozen, for Tea Glasses.

Ze each, Crystal Glass Berry Sancers.

8e each, Imitation Cut Glass.

Pickle Dishes.

25e, Large Glass Cake Salvers.

Be dozen, Thin Glass Water Tumblers.